



WMBB
2650 E Division
Springfield, MO 65803

James McCalister/School Superintendent/D/FL
514 David Ave
Panama city, FL 32404

Contract # 1442925

Schedule Dates	10/06/16-11/04/16	Date Entered	10/04/16
Advertiser	James McCalister/School Superintendent/D/FL (82)	Last Modified	10/04/16
Agency	James McCalister/School Superintendent/D/FL (22)	Entered By	Karyn Miles
Product	Political - Candidate Other (1066)	CO-OP	No
Brand	4Q16 McCalister Campaign (565841)	Headline #	
Salesperson	Panama City, House (2718)	Demo	
Sales Office	Panama City	Order Type	Normal
Buyer Name		Package Deal	
Phone/Fax		Commission %	15.00
CPE	/	Commission	\$237.00
Account Types	Local/Political	Net Total	\$1,343.00
Billing Type	Standard	Sales Tax	
Comments			

Panama City (WMBB)		
By Broadcast Month	Spots	Rate
Oct. 2016	12	\$1,120.00
Nov. 2016	5	\$460.00
Grand Total:	17	\$1,580.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/06/16-10/06/16	4	:30	11A- WMBB Midday News					1				1	\$100.00	\$100.00	Panama City (WMBB)	WMBB MIDDAY NEWS	10/4/16
2.0	Normal Line / SPOT	10/07/16-10/07/16	4	:30	11:30A- WMBB Midday News						1			1	\$100.00	\$100.00	Panama City (WMBB)	WMBB MIDDAY NEWS	10/4/16
3.0	Normal Line / SPOT	10/11/16-11/01/16	4	:30	11A- WMBB Midday News				1					4	\$100.00	\$400.00	Panama City (WMBB)	WMBB MIDDAY NEWS	10/4/16
4.0	Normal Line / SPOT	10/13/16-11/03/16	4	:30	11:30A- WMBB Midday News						1			4	\$100.00	\$400.00	Panama City (WMBB)	WMBB MIDDAY NEWS	10/4/16
5.0	Normal Line / SPOT	10/17/16-11/04/16	4	:30	3P- Dr. Oz 3p				1			1		6	\$80.00	\$480.00	Panama City (WMBB)	DR. OZ	10/4/16
6.0	Normal Line / SPOT	11/02/16-11/02/16	4	:30	11A- WMBB Midday News				1					1	\$100.00	\$100.00	Panama City (WMBB)	WMBB MIDDAY NEWS	10/4/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WMBB Televisison	Date: August 8, 2016
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I, Maria D. McCalister,
 being/on behalf of: James E. McCalister, Sr.,
 a legally qualified candidate of the Democratic
 political party for the office of: Bay County School Superintendent
 in the County of Bay, Panama City, Florida
 election to be held on: August 30, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
30 second commercials					

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

Maria D. McCalister

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

James E. McCalister, Sr.

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

August 8, 2016

Date

James E. McCalister

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected



Signature



Printed Name



Title